FEATURING BEST PRACTICES
OF STATE AGENCIES AND INSTITUTIONS OF THE COMMONWEALTH OF VIRGINIA

Web Application Development and Web Site Maintenance

E-Commerce Application Development

Virginia Department of Motor Vehicles
**implemented this best practice
in 1999**

*Qualifying under the
Best Practices catalogue*

3 Provide Capabilities
31 Manage resources and capabilities
312 Deliver products and services to customers

Best Practice Summary
(how it works, how you measure it)

A successful website requires developing a clear goal. The Department of Motor Vehicles' (DMV) goal is to create a virtual customer service center on the Web. Eventually all DMV customers will be able to conduct any transaction on the Internet that they can conduct in one of the DMV field offices.

The development of a dynamic, interactive website and applications that support e-commerce transactions for the DMV is based on:

- using non-technical staff to manage and coordinate each project

- staffing project teams from multiple areas, and

- using rapid prototyping.

E-commerce involves business transactions and their development, therefore, is led by a business user who understands customer needs as well as the policies and statutes which underpin the transactions. Each development team consists of business users (the subject matter experts), business analysts and graphics staff, and technical staff who understand how the technology works. The business project leader develops the application development plan, working in conjunction with a technical lead and a business analyst coordinator. The business analysts and graphics artist work with the business users and the technical team members using rapid prototyping to develop the application requirements and the screen prototypes. Including users on the team is critical and ensures that the application design is user-friendly. Including technical staff on the team ensures that any system or technical constraints that impact the application are identified and resolved during the requirements definition stage. Once the application has been coded for the website and any needed interfaces with the DMV legacy system have been programmed, the application is tested for functionality as well as for user acceptance.

Impact on the Process Organizational Performance (OUTCOMES)

This approach was chosen because it allows DMV to bring up e-commerce transactions which meet customer needs within very short periods of time. As a result of this approach, DMV has been able to initiate a new interactive feature or e-commerce transaction for the DMV website approximately every two months.

Best Practice Qualification

DMV's e-commerce application development process was chosen as a best practice because it is an innovative approach with outstanding results. It also played a crucial role in DMV receiving the first Governor's Technology Award.

For Additional Information

Virginia Department of Motor Vehicles
2300 West Broad Street
Richmond, VA 23220

Tully Welborn
(804) 367-2431
dmvtgw@dmv.state.va.us

Karen Chappell
(804) 367-0146
dmvklc@dmv.state.va.us